IN THE CLAIMS

1.   (Previously Presented) An apparatus for sharing identity-based activity with at least one peer, comprising:

a content daemon to detect and store identity-based activity; and

an instant messaging module, communicatively coupled to the content daemon, to

send an indication of identity-based activity to at least one peer, the

identity-based activity related to a user logged-in to the instant

messaging module.

2.   (Previously Presented) The apparatus of claim 1 wherein identity-based activity comprises content customized by the user that is accessible to at least one peer.

3.   (Previously Presented) The apparatus of claim 2, wherein the customized content comprises a current online auction posted by the user.

4.   (Previously Presented) The apparatus of claim 1, wherein identity-based activity comprise instances of active content by a user logged-in to the instant messaging module.

5.   (Previously Presented) The apparatus of claim 4, wherein active content comprises multimedia files played back in the apparatus.

6.   (Previously Presented) The apparatus of claim 1, further comprises an application module to view identity-based content, and wherein the content daemon detects and stores identity-based activity in the application module.

7.   (Previously Presented) The apparatus of claim 1, wherein the content daemon detects and stores identity-based activity by communicating with an activity server that hosts the identity-based activity.

8.   (Previously Presented) The apparatus of claim 1, wherein the content daemon detects and stores identity-based activity after logging-in the user to the instant messaging module, and wherein the instant messaging module sends an update to the identity-based activity.

9.   (Previously Presented) The apparatus of claim 1, wherein the indication comprises a unique identifier related to the identity-based activity.

10.   (Previously Presented) The apparatus of claim 1, wherein the content daemon is part of an operating system running on the apparatus.

11.   (Previously Presented) The apparatus of claim 1, wherein the instant messaging module further outputs a received indication of recent identity-based activity of another user.

12.   (Previously Presented) The apparatus of claim 1, further comprising a content transaction module to enable a transaction related to the identity-based activity.

13.   (Previously Presented) The apparatus of claim 1, wherein the apparatus is communicatively coupled to at least one peer through a network.

14.   (Previously Presented) A method of sharing identity-based activity with a plurality of peers, comprising:

        detecting identity-based activity;
        storing the identity-based activity; and

sending an indication of identity-based activity to at least one of the plurality of peers, the identity-based activity related to a user logged-in to an instant messaging module.

15. (Previously Presented) The method of claim14, wherein identity-based activity comprises content customized by the user that is accessible to the at least one peer.

16. (Previously Presented) The method of claim 15, wherein the customized content comprises a current online auction posted by the user.

17. (Original) The method of claim 14, wherein identity-based activity comprises instances of active content by a user logged-in to the instant messaging module.

18. (Previously Presented) The method of claim 17, wherein active content comprises multimedia files played back by the user.

19. (Original) The method of claim 14, further comprising:
viewing identity-based content; and
detecting and storing identity-based activity.

20. (Original) The method of claim 14, further comprises:
detecting and storing identity-based activity independent of viewing identity-based activity.

21. (Original) The method of claim 14, wherein the indication comprises a unique identifier related to the identity-based activity.

22. (Original) The method of claim 14, wherein the detecting comprises detecting identity-based activity of an application module in an operating system.

23. (Previously Presented) The method of claim 14, wherein the instant messaging module further outputs a received indication of identity-based activity of another user.

24.   (Original) The method of claim 14, further comprising:

        enabling a transaction related to the identity-based activity.

25.   (Previously Presented) The method of claim 14, further comprising:

        communicating with the at least one peer through a network.

26.   (Previously Presented) A computer program product, comprising:
a computer-readable medium having computer program instructions and data
embodied thereon for sharing identity-based activity with at least one peer,
comprising:

        detecting identity-based activity;

        storing the identity-based activity; and

        sending an indication of identity-based activity to at least one peer, the

        identity-based activity related to a user logged-in to an instant messaging

        module.

27.   (Previously Presented) The computer program product of claim 26,
wherein identity-based activity comprises content customized by the user that is accessible to the
at least one peer.

28.   (Original) The computer program product of claim 27, wherein the
customized content comprises a current online auction posted by the user.

29.   (Original) The computer program product of claim 26, wherein identity-
based activity comprises instances of active content by a user logged-in to the instant messaging
module.

30.   (Previously Presented) The computer program product of claim 29,
wherein active content comprises multimedia files played back by the user.

31.   (Original) The computer program product of claim 26, further comprising:

viewing identity-based content; and

detecting and storing identity-based activity.

32.   (Original) The computer program product of claim 26, further comprising:

detecting and storing identity-based activity independent of viewing identity-based activity.

33.   (Original) The computer program product of claim 26, wherein the indication comprises a unique identifier related to the identity-based activity.

34.   (Original) The computer program product of claim 26, wherein the detecting comprises detecting identity-based activity of an application module in an operating system.

35.   (Previously Presented) The computer program product of claim 26, wherein the instant messaging module further outputs a received indication of identity-based activity of another user.

36.   (Original) The computer program product of claim 26, further comprising:

enabling a transaction related to the identity-based activity.

37.   (Previously Presented) The computer program product of claim 26, further comprising:

communicating with the at least one peer through a network.

38.   (Previously Presented) An apparatus for sharing identity-based activity with at least one peer, comprising:

an application to detect identity-based activity; and

a communications module communicatively coupled to the application, the communications module to provide an indication of the identity-based activity to at least one peer, the identity-based activity related to a user logged-in to the communication module, wherein identity-based activity comprise instances of active content by a user logged-in to the instant messaging module.